

2014 Analysis of the Spanish Transfusion Diagnostics Market: Sales Forecasts, Supplier Shares, Competitive Strategies

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Abstracts

Complete report \$6,100. DataPack (test volumes, sales forecasts, supplier shares) \$3,950.

This comprehensive report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the Spanish transfusion diagnostic market during the next five years, and assist industry executives in developing effective business, new product development and marketing strategies.

The report explores future marketing and technological trends in Spain; provides test volume and sales forecasts by market segment/test location; compares features of major automated and semi-automated analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next five years.

Blood Typing and Grouping Tests

ABO, Antibody Panels, Antibody Screening/Indirect Antiglobulin, Antigen Typing (C, c, Duffy, E, e, I, i, Kell, Kidd, Le a, b, MN, P, S, s), Antiglobulin (Direct, C3 + IgG, IgG, C3), Crossmatching (Immediate Spin, Full Crossmatch), Rh (D, Du).

Infectious Disease Screening Tests

AIDS (HIV NAT, HIV-1/2), Cytomegalovirus, Hepatitis (HAV NAT, HBV NAT, HBs Ag, Anti-HBc, HCV NAT, HCV, ALT/SGPT), HTLV-I/II, Parvovirus B19 NAT, Syphilis, West Nile Virus NAT.

Sales and Market Share Analysis

Sales and market share estimates for leading suppliers of transfusion diagnostic products by individual product.

Competitive Assessments

Strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, and new products in R&D.

Market Segmentation Analysis

Comprehensive market segmentation analysis, including review of the market dynamics, trends, structure, size, growth, and key suppliers.

Test volume and sales forecasts for over 40 blood typing, grouping and infectious disease screening tests, including NAT, by country and market segment:

Blood Centers

Hospitals

Commercial/Private Laboratories

Current and Emerging Products

Analysis of current and emerging blood typing, grouping and infectious disease screening tests.

Review of automated and semi-automated analyzers.

Technology Review

Assessment of current and emerging technologies, and their potential applications for the transfusion diagnostics market.

Comprehensive lists of companies developing or marketing new technologies and products, by test.

Strategic Recommendations

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Contains 425 pages and 42 tables

Contents

I. INTRODUCTION

II. WORLDWIDE TECHNOLOGY AND MARKET OVERVIEW

A. Major Blood Typing, Grouping and Infectious Disease Screening Tests

1. Blood Typing and Grouping Tests
2. Infectious Disease Screening Tests
 - a. AIDS
 - b. Hepatitis
 - c. Cytomegalovirus
 - d. Syphilis
 - e. West Nile Virus
 - f. Parvovirus B19
 - g. Creutzfeldt-Jakob's Disease
 - h. Malaria
 - i. Chagas Disease
 - j. Babesiosis
3. Pathogen Reduction
4. Leukocyte Reduction

B. Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Automated and Semiautomated Analyzers

C. Major in Vitro Diagnostic Technologies And Their Potential Applications

1. Molecular Diagnostics
2. Monoclonal and Polyclonal Antibodies
3. Immunoassays
4. Microtitration Plates
5. IT and Automation
6. Lasers
7. Robotics
8. Synthetic Red Cell Substitutes
9. Genetically Engineered Blood Components
10. Blood Preservation
11. Autologous Blood Transfusion/Freezing

III. SPAIN

A. Executive Summary

- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers' Sales and Market Shares for Blood Typing, Grouping and Infectious Disease Screening Tests

IV. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

- A. Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

V. ALTERNATIVE MARKET PENETRATION STRATEGIES

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

VI. POTENTIAL MARKET ENTRY BARRIERS AND RISKS

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection

VII. COMPETITIVE ASSESSMENTS

Abbott
Beckman Coulter/Danaher
Becton Dickinson
Biokit
BioMerieux
Bio-Rad
Diagast
DiaSorin
Fujirebio/Innogenetics
Hologic/Gen-Probe
Grifols
Immucor

Novartis Diagnostics
Ortho-Clinical Diagnostics
Orchid CellMark
Proteome Sciences
Quest Diagnostics
Quidel
Roche
Siemens
Tecan

XII. APPENDIX: ASSUMED CURRENCY EXCHANGE RATES

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing Blood Typing and Grouping Tests

Major Companies Developing or Marketing HLA Typing Tests

Major Companies Developing or Marketing AIDS Tests

Major Companies Developing or Marketing Hepatitis Tests

Major Companies Developing or Marketing CMV Tests

Major Companies Developing or Marketing Syphilis Tests

Major Companies Developing or Marketing Blood Bank Analyzers

Executive Summary Table: Spain, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Spain, Facilities Performing Blood Bank Tests by Market Segment

Spain, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Spain, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Spain, All Market Segments Blood Typing And Grouping Test Volume Forecast By Market Segment

Spain, All Market Segments Blood Typing and Grouping Test Volume Forecast

Spain, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Spain, Blood Banks Blood Typing And Grouping Test Volume Forecast

Spain, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Spain, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

Spain, All Market Segments Infectious Disease Screening Test Volume Forecast

Spain, Blood Banks Infectious Disease Screening Test Volume Forecast

Spain, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Spain, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Spain, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment

Spain, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test

Spain, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Spain, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast

Spain, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Spain, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment

Spain, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Spain, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Spain, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Spain, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Spain, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Spain, HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

Spain, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Spain, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Spain, CMV Blood Screening Market, Reagent Sales by Major Supplier

Spain, Syphilis Blood Screening Market, Reagent Sales by Major Supplier

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